
Bradley Beach Small Business Guide



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June 2021

Maintaining a Business in Bradley Beach

Annual requirements for current businesses:

Mercantile License renewed yearly by December 31 with a fee of at least \$65*, depending on the type of your business. Late fee penalty of \$10 assessed for all renewals not received by January 1.

Outdoor Cafe Licenses are required to be renewed yearly in March. To apply, both a current satisfactory inspection from Monmouth County Board of Health and a current mercantile license issued by the Borough Clerk's office are necessary. \$65* initial application fee plus \$1 per square foot of outdoor area utilized will be applied if approved. In the second and all subsequent applications for Outdoor Cafe Licensing, a \$2 per square foot fee will be applied. Outdoor use permitted from April 1-December 1, barring special circumstance waivers/amendments.

Mercantile and Outdoor Cafe Licenses may be renewed through the Borough Clerk's office.

Sign or Awning replacements require a zoning permit with a minimum fee of \$45* and may be obtained through the Department of Community Development.

****Fees current as of 06/2021***

Opening a Business in Bradley Beach

Before securing your location:

Make sure your planned business is a permitted use in its location by contacting the Borough of Bradley Beach Department of Community Development. A required business packet may be picked up and submitted along with the required fees at the Department of Community Development. Apply for a mercantile license with the Borough Clerk's office after submission of a business packet.

When you are ready to open:

Schedule inspections with: *Code Enforcement, Fire Department, Construction Department, and if applicable- Monmouth County Health Department.* Any business selling food must submit plans for approval to the Health Department prior to operation. Proof of health department approval must be submitted to the Department of Community Development prior to scheduling your certificate of occupancy inspection. Your business may also require a sign permit and/or Outdoor Cafe license.

Helpful Forms for Businesses

Commercial Certificate of Occupancy application:

<https://www.bradleybeachnj.gov/FCpdf/Commercial%20Certificate%20of%20Occupancy%202013.pdf>

Certificate of Occupancy Checklist:

<https://www.bradleybeachnj.gov/FCpdf/CO%20Checklist%202021.pdf>

Mercantile License application:

<https://www.bradleybeachnj.gov/FCpdf/commercial-mercantile-license-application.pdf>

To determine if construction permits are necessary:

<https://www.bradleybeachnj.gov/FCpdf/NJAC-523-2.14%20-%20Construction%20permits-when%20required.pdf>

Construction Permit application:

<https://www.bradleybeachnj.gov/FCpdf/ucc f100 construction-app.pdf>

Bureau of Fire Prevention Registration form:

<https://www.bradleybeachnj.gov/FCpdf/FirePrevention-Non-Residential-Registration.pdf>

Police Department Business Contact Registration:

<https://www.bradleybeachnj.gov/FCpdf/PD-BUSINESS-FORM.pdf>

Retail Food Establishment Plan Review Application:

<https://www.co.monmouth.nj.us/documents/118/RetailFoodEstablishmentPlanReviewApplication5.2.19.pdf>

Retail Food Establishment Plan Review Application Guidelines:

<https://www.co.monmouth.nj.us/documents/118/RetailFoodEstablishmentPlanReviewApplicationGuidelines.pdf>

All Borough of Bradley Beach Forms:

<https://www.bradleybeachnj.gov/cn/FormCenter/?TID=142&TPID=13729>

Operating Tips/Code Enforcement

Maintain the outside facade of your building:

All exterior walls shall be free of chipping, staining and deterioration of paint and all such walls shall be restored to a clean good appearance. **(Bradley Beach Borough Code Chapter 350-2:N Section 304.6.1)**

Keep windows clean and uncluttered:

Temporary window lettering or signs are permitted, provided that they do not cover more than 30% of the window area and together with any permanent window signs do not cover more than 50% of the window area. **(Bradley Beach Borough Code Chapter 450-49:G(3))**

Prohibited signs include the following:

Signs posted on fences, posts, utility poles, trees, street signs or traffic signs; signs painted directly on buildings, sidewalks or curbs; Signs that flash, make noise, banners, streamers or advertising flags; free-standing signs. **(Bradley Beach Borough Code Chapter 450-53:A-J)**

Keep sidewalks clean to sight free of weeds. Keep a 48" path open on sidewalks for ADA compliance:

Persons owning or occupying property shall keep and maintain the public or private sidewalk and grass planting strip in front of their property free of litter, debris, paper, and weeds. **(Bradley Beach Borough Code Chapter 398-39:A)**

Maintain trees planted on your property, and keep the beds clear of debris and weeds:

Persons owning or occupying property in any of the business zones within the Borough shall also maintain the tree plots in front of their property. **(Bradley Beach Borough Code Chapter 398-39:B)**

Be sure that your garbage and recycling containers have covers, and garbage areas are kept clean and free of debris:

Any person who controls, whether owned, leased, or operated, a refuse container or dumpster must ensure that such container or dumpster is covered at all times and shall prevent refuse from spilling out or overflowing. **(Bradley Beach Borough Code Chapter 396-20:A)**

Dispose of mop bucket water through the plumbing system, not onto the ground or street:

Any person who owns, leases or otherwise uses a refuse container or dumpster must ensure that such container or dumpster does not leak or otherwise discharge liquids, semi-liquids or solids to the municipal separate storm sewer system(s) operated by the Borough of Bradley Beach. **(Bradley Beach Borough Code Chapter 396-20:B)**

Regularly clean out grease traps and grease hoods:

Eating and drinking food establishments shall establish a grease interceptor maintenance schedule based upon the size and nature of the individual operation. **(Bradley Beach Borough Code Chapter 380-3:C(3))**

Small Business Grants

Grow Monmouth Facade Improvement Program

The Monmouth county Board of Freeholders has established the Grow Monmouth Facade Improvement Program to provide businesses with the improvement of business facades and the replacement of deteriorated or poor quality signs and awnings.

Program Information:

<http://www.visitmonmouth.com/page.aspx?ID=3942>

Application:

https://www.co.monmouth.nj.us/documents/12/Facade_Improvement_Application_Jan2021.pdf

Restaurant Revitalization Fund

This program provides emergency assistance for eligible restaurants, bars, and other qualifying businesses impacted by COVID-19. The SBA Restaurant Revitalization Fund online application will remain open to any eligible establishment until all funds are exhausted.

Program Information:

https://www.sba.gov/sites/default/files/2021-04/Restaurant%20Revitalization%20Fund%20Program%20Guide%20as%20of%204.28.21-508_0.pdf

Application Portal:

https://restaurants.sba.gov/requests/borrower/login/?next=/%3Futm_medium%3Demail%26utm_source%3Dgovdelivery

Small Business Emergency Assistance Grant

Phase 4 of the New Jersey Economic Development Authority (NJEDA) Small Business Emergency Assistance Grant Program provides grants up to \$20,000 to small- and medium- sized businesses and nonprofits that have been negatively impacted by the COVID-19 pandemic.

Program Information:

<https://business.nj.gov/covid/small-business-emergency-assistance-grant-program>

Application Portal:

<https://programs.njeda.com/en-US/>

Video walk-through for application:

https://www.youtube.com/watch?v=_AtRoQmIB4M&feature=youtu.be

Private Grants for Small Businesses

Since the beginning of COVID-19, many private corporations and organizations have worked to provide relief and support to small businesses across the country. While some of these opportunities have expired or run out of funding, many others remain available.

For a list of private grant opportunities:

<https://www.njsmallbusinesshelp.com/post/5-3-21-update-private-grants-for-small-businesses>

Additional Resources

Bradley Beach Business Community Alliance

Founded in 2020, The Bradley Beach Business Community Alliance's mission is to bring business, community and the municipality together to enhance the lives of both residents and visitors as a partnership between all, taking action to strengthen Bradley Beach resident life as well as Bradley Beach economic development. The Alliance's goal is to link businesses and residents directly to the community. Join the BBBCA for the following exclusive benefits: Standard web directory listing with member page; Alliance logo for web and print upon request; Opportunities to connect locally and regionally; Monthly event notifications; Resources for small business development; Member-to-Member discounts; BBBCA window cling for display; Company logo, website address, social links and email address inclusion on profile; 6 social media posts per year.

To Join the BBBCA:

<https://www.bradleybeachalliance.org/join#join>

The NJ Small Business Development Center

Since 1979, the New Jersey Small Business Development Center (NJSBDC) at Brookdale Community College has offered comprehensive training and counseling to small business owners and entrepreneurs. NJSBDC delivers business advisory services and training to established and new small to mid-sized businesses in Monmouth County. NJSBDC will also assist in registering as a vendor for NJ State procurement (Small Business Enterprise (SBE) Registration, Minority Business Enterprise (MBE) Certification, Women Business Enterprise (WBE) Certification Form).

Program Information:

<https://www.mosbdc.com>

Free Services:

One on One Counseling for Businesses:

<https://www.mosbdc.com/services/counseling/>

Educational Seminars:

<https://www.mosbdc.com/training/sbdc-free-courses/>

Business.NJ.gov

Your one-stop for the information you need to do business in New Jersey. If you're starting a business, try out Starter Kits to quickly plan how to register with the State and comply with State rules and regulations. You can also explore a rich library of content and resources to help you manage, operate, and grow your business.

Program Information:

<https://business.nj.gov/faqs>

Starter Kits:

<https://business.nj.gov/starter-kits>

Frequently Asked Questions about Businesses in NJ:

<https://business.nj.gov/faqs>

United States Small Business Administration

SBA works to ignite change and spark action so small businesses can confidently start, grow, expand, or recover. Created in 1953, the U.S. Small Business Administration (SBA) continues to help small business owners and entrepreneurs pursue the American dream. The SBA is the only cabinet-level federal agency fully dedicated to small business and provides counseling, capital, and contracting expertise as the nation's only go-to resource and voice for small businesses. Their website offers information and resources as follows: Business Guide, Funding Programs, Federal Contracting, Learning Platform, and Local Assistance.

Program Information:

<https://www.sba.gov>

Business Guide:

<https://www.sba.gov/business-guide>

Important Contact Information

Borough of Bradley Beach:

https://www.bradleybeachnj.gov/	732-776-2999
Dept. of Community Development (Code, Construction, Fire Prevention, Zoning):	EXT. 1016
https://www.bradleybeachnj.gov/cn/webpage.cfm?TID=142&TPID=13778	
Dept. of Public Works	EXT. 3101
https://www.bradleybeachnj.gov/cn/webpage.cfm?TID=142&TPID=13913	
Police Department	732-775-6900
https://www.bradleybeachnj.gov/cn/webpage.cfm?TID=142&TPID=14089	

Bradley Beach Business Community Alliance:

<https://www.bradleybeachalliance.org/>

Monmouth County Division of Economic Development:

<https://www.visitmonmouth.com/page.aspx?ID=129>

Monmouth County Health Department:

www.visitmonmouth.com/health 732-431-7456

Monmouth Small Business Development Center:

www.mosbdc.com 732-842-8685

NJ Business Registration:

www.state.nj.us/njbgs

NJ Compensation Rating and Inspection Bureau:

www.njcrib.com 973-622-6014

NJ Small Business Development Centers:

<https://www.njsmallbusinesshelp.com/>

US Small Business Administration:

NJ District Office: Two Gateway Center, Suite 1002, Newark, NJ 973-645-2434
<https://www.sba.gov>

Monmouth County, State of New Jersey Utilities:

NJ American Water: 1-800-272-1325

NJ Natural Gas: 1-800-221-0051

Optimum Business: 1-866-209-1099

ICP&L: 1-800-662-3115

Verizon: 1-800-339-9911

Model Business Plan

Successful businesses have a business plan and update it regularly. Please use this business plan template to help build your successful Bradley Beach business!

Company Name:	
Description	Your Company
Mission: Describe the purpose of your business and your product or services	Mission:
Business Description: Describe what your business will do and why your business has a competitive advantage, location, hours of service	Business Description:
Market Analysis: Describe your target market, and why your business will appeal to your target market.	Market Analysis:
Organization & Management: Describe legal structure (incorporation, sole proprietor, etc.), insurance, and owner's name/experience.	Organization & Management:
Marketing and Sales: Describe how you will promote your business (advertising, website, social media)	Marketing and Sales:
Location and Approvals: Identify location and municipal approvals required.	Location and Approvals:
Financial Projections & Management: Define: <ol style="list-style-type: none"> 1. Revenue goals and expenses- rent, utilities, staff, cost of goods sold, insurance/services 2. Financial systems and accounting for monthly/annual taxes, operating statements, balance sheets. 	Financial Projections & Management:



Our Mission

The Bradley Beach Business Community Alliance will bring business, community and the municipality together to enhance the lives of both residents and visitors as a partnership between all, taking action to strengthen resident life as well as economic development.



Our Mission

Bradley Beach is a unique oceanfront and family community, home to residents and welcoming to visitors and businesses. As a small but diverse town, our Bradley Beach municipality seeks to offer the best quality of life, civic engagement, services for tax dollars and financial stability in a caring, inclusive and transparent environment.